

## **DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER**

*NEWSLETTER (Vol. 3, Issue 4) October to December, 2021*

### **Introduction**

The Department of Management Studies aims to promote academic growth by offering high quality PG and Doctoral programs. The department was established in 2008. It offers MBA with specialization in Finance, Marketing and HR with intake of 60 students. The doctoral program was started in 2011. The Department also offer Bachelors of Business Administrations (BBA). The department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

### **1. Activities organised by the department**

#### **a). Motivation session organized by Department of Management Studies in association with training and placement office**

**2<sup>nd</sup> December 2021**

A motivational session was organized by Dept. of Management Studies in association with training and placement office on 02 nd December 2021 in Auditorium (Offline mode). The session started with a welcome address by Dr. Rashmi & Dr. Shruti followed by presentation of memento by Chairman (Department of Management Studies) Dr. Ashustosh Nigam. This session was delivered by Mr. Sanjiv Vashisht who had more than 20 years of experience in delivering motivational sessions in various institutions. The topic of the session was “ What are they looking for?-Requirement of Corporate’s Today” is most relevant in today’s time. This session provided an opportunity to BBA, MBA & B.COM (Hons.) students to understand future work scenarios and the skill set that they need to acquire in order to get absorbed in the future job market. Apart from this self-analysis exercise were conducted with students on stage to build their confidence. Around 100 students made their presence for the session.

The session concluded with a vote of thanks by Dr. Shruti.

Pictures of the session are as below:



**(b) The Institution's Innovation Council (IIC) of the University in association with Department of Management Studies organized a session on Government Initiatives and Schemes for start-ups.**

## **18th November 2021**

This session was organized to acquaint students and faculty members with the scheme and support provided by the government to promote start-ups in the country. The session was organized on 18th November 2021 at 3 pm on zoom platform. Mr. Surya Kant, Nodal Head (Entrepreneurship), Ministry of Skill Development and Entrepreneurship, Government of India was the expert resource person. He started the session by explaining the difference between an entrepreneur and a start-up. He highlighted that an entrepreneur is the who is self-inspired. The main source of ideas for an entrepreneur is the society. He explained the entrepreneurship ecosystem and emphasized that an entrepreneur needs to identify the problem, generate the need, listen, and explore. He explained it by giving real corporate examples of companies like ola and uber. He advised students to develop innovative thinking, lead through collaboration, and combine tenacity with confidence. He strongly emphasized that we need develop ourselves for entrepreneurship before seeking support from government. He acquainted students with various initiatives taken by government like start-up India Online platform, role of MSME and their development Institutes, MEITY, Atal Incubation Centre and state-based programs. He presented the Startup India online platform and advised students to make a profile on it, everything related to start-up ecosystem like learning resources, patents, state start-up policies, networking opportunities etc. are available on this platform. Students asked a few questions relating to their start-up ideas and how they can prepare a business plan. Resource person advised them to use business model canvas to make their business plans. It was a fruitful and interactive session.

## Activity Banner:

**J.C. Bose University of Science & Technology**  
EMCA, FOUNDED  
IN Madhya Pradesh Government University ACCREDITED 'A' grade by NAAC

**Institution's Innovation Council**  
**Dean Student Welfare Office**  
**&**  
**Department of Management Studies**

Present  
**Session on**  
**Government Initiatives and Schemes for Start-ups**

**Mr. Surya Kant**  
Nodal Head (Entrepreneurship)  
Ministry of Skill Development and Entrepreneurship, GOI

Scan To Register

**18 November AT 3PM IST**

Faculty Coordinators:  
Dr. Jyotsana Chawla  
Dr. Gunjan Gumber

<https://bit.ly/3Dn2FvI>  
Meeting ID: 883 4688 0081  
Passcode: 496592

Contact Us:  
Bobby -7082450305  
Jai -9518090897

2021-11-18 15:08:06

The banner features the logos of J.C. Bose University and the Institution's Innovation Council. It includes a QR code for registration and a Zoom meeting ID and passcode. A small video thumbnail of Mr. Surya Kant is visible in the top right corner.

## Activity Images

Zoom Meeting

Image vs idea vs learning

Participants (100)

Dr. Gunjan Gumber  
Ajay Sharma - He...  
Vishay Upmanyu  
Surya Kant

The screenshot shows a Zoom meeting in progress. The main content is a slide with the title "Image vs idea vs learning" and a diagram consisting of a central circle connected to three surrounding circles by lines, forming a triangular shape. The right sidebar shows a list of participants, including Dr. Gunjan Gumber, Ajay Sharma, Vishay Upmanyu, and Surya Kant.

Zoom Meeting




Recording...

Participants: Neha Sharma, Rajat Sharma, Rakhi, Dr. Jyotsana Chawla, Bobby, REG-67 Anuj, 1900101052 RITK..., Urmila, muskan sorout, Gaurav Singh, VANSHIKA GUPTA, Jashvi, Neha(20001703036), Kirati, Vivek Dhiman, Mehak bhadana, Ishu Tyagi

The screenshot displays a grid of 16 video thumbnails for participants in a Zoom meeting. The names of the participants are visible below each thumbnail. A chat window is open on the right side of the screen, showing a conversation. The meeting is recorded, as indicated by the "Recording..." label in the top left corner.

(c) The department organized Value-Added Course on Practical Export Management. The last date for registration of the same was 14<sup>th</sup> October, 2021. On completion of the course the department provided certification. Prof. S. K. Bedi was the resource person for the course.

The details of the Value-Added Course are mentioned below :

<h3>Participation</h3>	 <p><b>J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD</b> (A Haryana State Government University) Accredited 'A' Grade by NAAC NH- 2, SECTOR-6, MATHURA ROAD, FARIDABAD</p>
<p>The program is designed for MBA students (Semesters I &amp; III of both A &amp; B Sections) currently enrolled in the university.</p> <p><b>Faculty:</b> Prof. S.K.Bedi (Adjunct Faculty, Department of Management Studies, industry experts from export management area)</p> <p><b>Duration:</b> 30 hours (10 hrs. theory + 20 hrs. practical+ 1 project)</p> <p><b>Evaluation Criteria:</b></p> <ol style="list-style-type: none"> <li>1) Class Participation: 20 Marks</li> <li>2) Individual Assignment: 30 Marks</li> <li>3) Team Project: 50 Marks</li> </ol> <p>Only students attaining minimum 75% attendance will be eligible for team project.</p> <p><b>Certification:</b> On successful completion of this course, the students will get certificates of completion of this course.</p>	<h3>Department of Management Studies</h3> <p>Organizing</p> <h2>Value-Added Course on Practical Export Management</h2>
<h3>Registration</h3>	
<p>Interested students can join this course by registering through Google form link: <a href="https://forms.gle/TiWaurzBUqWR9f9A">https://forms.gle/TiWaurzBUqWR9f9A</a></p> <p><b>Last date for Registration:</b> 14 October, 2021</p> <p>Please note that this course has limited seats and seats will be allocated on first come, first served basis.</p> <p>There is no fee for this course</p> <p>The schedule of the classes will be notified in due course.</p> <p><b>Course Coordinator :</b> <b>Dr. Rashmi</b>, Assistant Professor Tel.: 93500 25863 E-mail: rashmi.r@jcboseust.ac.in</p> <p><b>Faculty :</b> <b>Dr. Surest Bedi</b>, Adjunct Faculty Tel.: 88602 02828 E-mail: drsureshbedi@gmail.com</p>	
<p style="text-align: right;">jcboseust.ac.in   /JCBoseUST</p>	

## ACHIEVEMENTS OF FACULTY

1. Conference attended

Dr. Rachna Aggarwal

Lessons learnt from a financial catastrophe: Yes bank going from Peak to peril, ISDSI global conference, IIM Nagpur, 27-30 Dec, 2021 (Online)